

ABSTRACT OF THE DISCLOSURE

A system for and method of distributing advertisements to a medium are disclosed. In one embodiment, the method comprises classifying a plurality of messages according to a target criterion, selecting a message from the plurality of messages using a selection criterion, and 5 delivering the selected message to a content site comprising a medium adapted to display a corresponding advertisement of the message. The selection criterion comprises a cost associated with the message. Preferably, another selection criterion is that the content site meets one of a target, payment, and constraint of a message deal associated with the selected message. The message is either a text message, a video message, or an audio message.